

DO YOU SEE WHAT I SEE IN FUNDRAISING?



WHAT DOES IT MEAN TO FUNDRAISE?



To raise money for a cause or project.

FUNDRAISING is much
more than raising money
for a cause or project!

“FUNDRAISE”

Why Are You Asking and What Are You Planning?

- Know Your Mission/Cause
- Be Specific



LET'S DISSECT F-U-N-D-R-A-I-S-E

- FUN
- RAISE
- IDEAS/FADS
- FEARS
- FEUDS
- DINERS
- DRAINS
- REFINE (stole an extra “e”)
- RADIUS
- RAIN
- US



F-U-N-D-R-A-I-S-E

ALL WORDS IN RED ARE CONTAINED IN THE WORD “FUNDRAISE”



-“RAISE”

- Awareness

- Who, What, When and Where!
 - “EARS” – People Are Interested In Hearing Your Mission/Cause

- Supporters

- Who Are They & Why Are They Important?
 - “FRIENDS” – The easy ask!
 - “FUNDERS” – “Tell Your Story” with them (not to them)
 - “FANS” – Make fans!

- Money

- “DINERA”
- It’s the end product but the process is more important!
 - The cause
 - The relationships
 - The impact





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➤ “IDEAS/FADS”

- What’s Everyone Else Doing? DON’T DO IT – IF SO, DO IT WITH A TWIST!
- What Is Working These Days?
 - Golf Tournament – 100’s of them yearly but if you can think outside the box who knows!
 - 5K “RUNS” – Very easy and family friendly. Promotes health and wellness at a time when our society needs it more than ever!
 - Mudders – very popular events. Team oriented and it’s challenging.
 - Brave The Blue – Rappelling Down Tall Buildings
 - “DINERS” – local dining nights
- Get Local Celebrities Involved – They Draw A Crowd

F-U-N-D-R-A-I-S-E

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❖ “FEARS”

- ❖ Failure
- ❖ Lack of Volunteers
- ❖ Rejection
- ❖ Criticism
- ❖ Bad Economy

❖ COMBAT “FEARS”

- ❖ No Excuses
- ❖ Positive Expectation
- ❖ Learn From Mistakes
- ❖ Persistency
- ❖ Don't Let Failure Stop You



If you're afraid of things like rejection, failure, the unknown, humiliation, criticism, etc., you're going to have trouble raising money.

F-U-N-D-R-A-I-S-E

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✓ “REFINE”

- ✓ Doing the same thing over and over will yield the same results over and over!
- ✓ Successful fundraising is not a “one and done” deal Be in it for the long haul!

✓ “RADIUS”



- ✓ Social media and the internet make it easier than ever to expand your reach (audience). Use Facebook, Twitter, Websites, Pinterest and other social media outlets to spread the word about your mission and ideas/events.

✓ “FEUDS”

- ✓ Successful fundraisers require multiple volunteers multiple volunteers all have their own ideas lots of ideas are good and bad feelings sometimes get hurt!!

✓ “DRAINS”

- ✓ Fundraising is very draining understand that in the beginning!

✓ “RAIN”

- ✓ Weather does play a factor!



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"FUN"



FOLLOW UP!

- ☐ Collect contact information (email, phone, twitter, etc.)
- ☐ Make time to follow up with a note (handwritten preferred)
 - ☐ Volunteers
 - ☐ Participants
 - ☐ Community
- ☐ Ask for feedback (refining)
- ☐ Send a picture, next year's date, etc.
- ☐ Schedule a debriefing meeting
- ☐ Share your success with the community
- ☐ Relationship building



DON'T
GIVE UP



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